

## **Historic, Archive Document**

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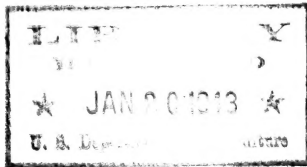


2.17  
RETURN POSTAGE GUARANTEED

SEC. 562 P. L. & R.



I DON'T HAVE ANY BRIDAL BOU-  
QUETS MADE UP -- PERHAPS YOU  
COULD USE THIS FUNERAL SPRAY



PRINTED IN U. S. A.



## SELECTED PROFIT BUILDERS

GERBERA HYBRIDS	- Two year plants - Big Flower types - Rich Colors. Per 100 . . . . . \$20.00
VARIEGATED OPHIOPOGAN	- Increasingly popular; 6" to 8" tall. Will Bloom. Per 100 . . . . . \$15.00
CRASSULA ABORESCENS	- Clean - 2 1/2" pot size plants - choice assortment Per 100 . . . . . \$20.00
GRAPE IVY (Vitis Rhombifolia)	- 2 1/2" pots. Per 100 . . . . . \$9.00
EUPHORBIA SPLENDENS	- 2 1/2" pot size. Per 100 . . . . . \$8.00 Per 1000 . . . . . \$75.00
ARDISIA CRENULATA	- 2" pot size, 5 to 8 leaves Per 100 . . . . . \$10.00
PHOENIX ROEBELINII PALMS	- 3" pot size, 10 to 15" tall. Per 100 . . . . . \$20.00
MARANTA KERCHOVEANA	- 4 to 6 leaves, bare rooted Per 100 . . . . . \$10.00
MARANTA CONSPICUA	- 4 to 6 leaves, bare rooted Per 100 . . . . . \$10.00
HAHN'S SELF-BRANCHING IVY	- Out of 2" pots. Per 100 . . . . . \$7.00
DRACAENA GODSEFFIANA	- Beautiful variegated, out of 2 1/2" pots. Per 100 . . . . . \$20.00
POINSETTIAS	- Beautiful - 3" pot size plants, Henrietta Ecke variety. Available for shipment only in December, 1942. Per 100 . . . \$20.00



### HYDRANGEAS

Hydrangeas, Potted. 3" pot size, with one large 4" developed bloom. Ready for shipment ten days before Easter and Mother's Day. Orders booked now for future delivery. Shipped in units of 50 per box.

Per 100 . . . . . \$25.00

B O S T O N   F E R N S

F R E E

with each order for FERNS

CULTURAL DIRECTIONS

by

ALEX LAURIE

of

Ohio State University



FERNS - Boston, Compacta, Whitmani, Springfieldi, Asparagus Plumosus, Scotti, Roosevelt, and Asparagus Sprengerii....plants with good root system and color.

Per 100

2½" - \$4	4" - \$ 7
3" - \$5	5" - \$10

**SANSEVIERIAS**

Wide-Leaved, Well-Colored, Shapely Plants

S. LAURENTI - 2 leaves - 15"-18" tall - 100 for \$6.

S. LAURENTI - 3 leaves - 22" tall - 100 for \$9.

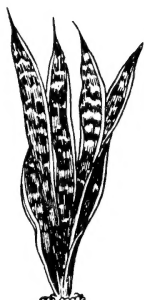
S. LAURENTI - 4"-8" tall - 100 for \$7.50. (Rosette)

SPECIAL. S. LAURENTI - 3, 4 and 5 leaves - 12"-20" tall - 100 for \$10...SPECIAL

NEW SANSEVIERIA HAHNII-(patented). Beautiful rosette, 3" pot size plants, 5" in diameter. 100 for \$20.

S. SUBSPICATA - Has showy blossom - 3 to 4 flat-growing leaves - 100 for \$12.

S. ZEYLANICA - Clean stock - 3 and 4 leaves - 4"-6" tall - 100 for \$5.



S. LAURENTI  
Special



S. ZEYLANICA



S. HAHNII  
(Patented)



S. LAURENTI  
Rosette



S. LAURENTI  
2 Leaves

## CHINESE EVERGREENS

### AGLAONEMA MODESTUM

First choice for modernistic interiors either in pot or growing in water.

4"-5" plants: 2-3 leaves - bare rooted.

100 for \$5.

4"-5" plants: 2-3 leaves in 2" pots -

100 for \$7.

5"-8" plants: 4-5 leaves: 100 for \$12

8"-12" plants: 5-6 leaves: 100 for \$17

12"-15" plants: 8 or more: 100 for \$25



### HAHN'S SELF-BRANCHING IVY

Beautiful, clean, pot grown plants.

2" pot size plants - \$7. per 100

3" pot size plants - \$16. per 100

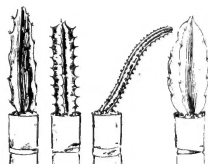


AGAVE DECEPENS - 4 to 7 leaves; 3" to 5" tall.

AGAVE SISLANA - 4 to 5 leaves; 5" to 6" tall.

100 of either variety for \$6.

CACTUS - In each 100 we ship an equal quantity of six varieties of the best-growing Florida, California and Texas Cactus. A selected assortment of well-rooted cuttings from 4" to 6" plants. 100 - \$6.



CRYPTANTHUS ROSEA PICTA - Strikingly variegated plants, 5-8" spread, 100 for \$10.

SAINTPAULIA VIOLET. "Blue Boy", and choice of other new, proven varieties, out of 2½" pots. 100 for \$15.



### KALANCHOE GLOBULIFERA COCCINEA

Choice, bushy plants. They are shipped in bud and bloom from December through March. In 2 1/2" pots. Per 100 \$16.00

## NEPHTHYTIS LIBERICA

	Per 100
4 leaves - bare rooted	\$ 6.00
2" potted plants	7.00
2 1/2" extra heavy, pot bound, 2 plants in a pot	16.00



## NEPHTHYTIS PICTURATA

3 - 4 leaves, 2" pots. (variegated)	12.00
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## PEPEROMIA OBTUSIFOLIA

	Per 100
4 - 5 leaves - bare rooted	\$ 5.00
2" potted plants	7.00
2 1/2" extra heavy, pot bound, 2 plants in a pot	16.00

## PHILODENDRON CORDATUM

	Per 100
3 - 4 leaves, bare rooted	\$ 5.00
2" potted plants	7.00
2 1/2" extra heavy, pot bound, 2 plants in a pot	16.00



## POTHOS AUREA

	Per 100
4 - 5 leaves, bare rooted	\$ 5.00
2" potted plants	7.00
2 1/2" extra heavy, pot bound, 2 plants in a pot	16.00



## DOUBLE RUFFLE PETUNIAS

These plants in 3" pots are from extra choice seed, furnished by George J. Ball. Out of 3" clay pots, shipped in paper pots. Bushy plants, 7-12" tall, available after January 1st, and shipped in bud and bloom from March 1st on; flowers exquisitely ruffled and fringed.

Per 100 . . . . . \$16.00



## AZALEAS

Evergreen Azaleas, of the Kurume type. They are grown in 3" pots, and shipped in paper pots, excellent root system, just right for forcing.

	Per 100
CORAL BELL 3" pots - 5 to 6" spread	\$20.00
HINODEGIRI 3" pots - 5 to 6" spread	15.00
PINK PEARL 3" pots - 5 to 6" spread	15.00
HEXE 3" pots - 5 to 6" spread	20.00
HEXE 5" pots - 3 year plants, heavy 8" spread	35.00

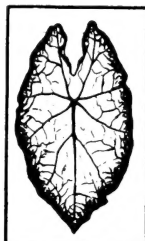




# CALADIUMS

## Finest Fancy-Leaved Varieties

1. THOMAS TOMLINSON. Leaf blood red with narrow green border.
2. DR. THEO. L. MEAD. Deep saturated red with velvety black sheen over entire leaf.
3. SUNSET. Clear, transparent crimson, blotched with green.
4. TOCANTINS. Clear transparent rose splashed with green.
5. CHARMISSO. (Richard F. Deckart). Deep rose center with red veins and dark green border.
6. MRS. EDITH MEAD. Snow-white leaf, dark green ribs.
7. GERTRUDE HOLLICK. Rose leaf, shading to white. Green ribs and irregular green border.
8. FABATINGA. Entire leaf ivory white. Dwarf grower. Very fine.
9. PUTAMOYA. Pale rose, with deep crimson center, green veins and spots of crimson red.
10. MRS. W.B. HALDEMAN. Transparent rose leaf, pea green veins and narrow dark green border.
11. LORD DERBY. Beautiful rose leaf, with dark green veins and ribs.
12. TRIOMPHE de L'EXPOSITION. Velvety red center, shading to a green border and red ribs.
13. RIO de JANEIRO. Beautiful transparent rose with darker ribs. Green spots & splashes on leaf.
14. FANNY S. MUNSON. Entire leaf rose pink with lilac cast.



15. RECONCAVO. Rose center, carmine ribs on dark green leaf.
16. JOHN HACHMEISTER. Dark dull transparent red, darker ribs.
17. JOHN PEED. Brilliant red leaf, dark green border.
18. SORACABA. Pale rose to white, deep green ribs and veins.
19. MAURICE de NASSAU. Very transparent, deep rose, white ribs.
20. CANDIDUM. Snow white leaf with dark green ribs.
21. D. M. COOK. Rumpled leaf with plum center & spotted deep red.
22. DR. VILHENE. Transparent, pale rose center with darker ribs, green border.



**CALADIUM PLANTS**  
3" pot size Caladiums, 8 to 10" tall, 5 to 8 leaves. These come in assorted colors, though we especially grow only those that show character, in this small, bushy size. Per 100 \$18.00

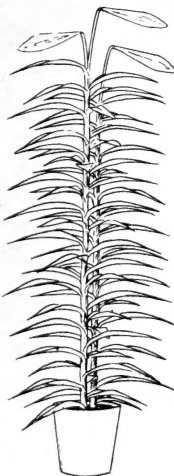
**GUARANTEED TRUE TO NAME**  
All bulbs are from 1 1/4 to 2 1/2 inches in diameter....  
.....with bulblets attached.  
Absolutely clean. Finest  
Standard Named Varieties....  
Per Hundred .....\$10.00  
Finest Mixed Varieties .....  
Per Hundred .....\$8.00  
**ORDER BY NUMBER**

## EASTER LILIES

These particular Easter Lily plants are shipped pot bound out of 3" pots. The plants have a wonderful root system, and are from 5 to 8" tall. Available after January 1st.

Frankly, we plant a slightly smaller bulb than you could use for forcing, but we plant them in the middle of the summer, and they grow on and develop a tremendous root system, and the bulb actually grows bigger, so that by the time we make shipment to you, after January 1st, we have a wonderful product. You can grow these cool, and make them for Easter. Plants are shipped in paper pots.

3" pot size plants - per 100 . . . . . \$19.00



# GLADS

**NOW SHIPPING**  
**CUT GLADIOLUS SPIKES**  
**NEW CROP • CLEAN • WELL GROWN**

Each order for Glads will be made up of a good range of choice colors.

By pre-cooling the Glads in bud, these flowers reach you in the best possible condition. No charge for packing.

ASSORTED COLORS



GRADE	PRICE PER DOZEN	A FULL HAMPER CONTAINS		COST PER HAMPER
		NO. OF DOZ. PER HAMPER	NO. OF SPIKES PER HAMPER	
Mammoth	\$1.00	16	192	\$16.00
Fancy	.80	20	240	16.00
A	.70	20	240	14.00
B	.60	25	300	15.00
C	.35	30	360	10.50

**NOTE:**

1. The above prices are made up in assorted Glads, with a good range of choice colors. Picardy included.
2. We can ship all picardy, at the same prices listed above.
3. Grades C and D are the kind used for funeral work.
4. I SUGGEST YOU PLACE YOUR ORDER FOR SHIPMENTS OF YOUR SELECTION TO BE SHIPPED REGULARLY ON DATES YOU SPECIFY, BECAUSE WE THINK IT ONLY FAIR TO TELL YOU THAT WE SHIP STANDING ORDERS FIRST. WHEN GLADS GET SCARCE, BY HAVING A STANDING ORDER, YOU BENEFIT BY GETTING YOUR SHIPMENT AND AT NO INCREASE IN PRICE.
5. Orders are solicited in hamper lots, as we are wholesalers only - there is an extra charge of 50¢ per package for orders less than a full hamper.
6. TERMS: Check with order or C.O.D. Express Collect, F.O.B. Florida.

## PLUMOSUS SPRAYS



Well-shaped rich green cut sprays at a price you can't get anywhere else....considering the quality.

**55¢ A BUNCH**

Cases of 6, 8, 10 and 12 Bunches.

TERMS: Check with order or C.O.D.  
Express Collect, F.O.B. Fla.



## GARDENIA VEITCHI

Shipped in units of 25 per box. In late Fall and early Spring, we ship plant with buds. 3" pot size Gardenia, 10 - 15" tall.  
 Per 100 . . . . . \$16.00

## FICUS ELASTICA

Your customers will like these clean, moss-rooted, Rubber Plants, having 6 to 8 leaves.  
 Per 100 . . . . . \$16.00



## CROTONS

3" pot size Crotons, with a vigorous root system - nice bushy plants 10 to 15" tall, assorted.  
 Per 100 . . . . . \$16.00

## HYBRID AMARYLLIS BULBS

Size by Diameter

Selected:	Assorted Colors
2 1/4" bulbs	Per 100 \$ 8.00
2 1/2" bulbs	10.00
3" bulbs	20.00

## SPECIFIC COLORS\* BLOOMING SIZE

Solid Red	Per 100 \$30.00
Red with White	30.00
White with Red	30.00
Striped	30.00
Almost White	50.00



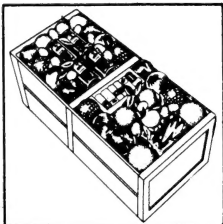
## EUONYMOUS

We offer 2" pot size plants, pot grown, consisting of E. Silver Queen (variegated) and E. Japonica.  
 Per 100 . . . . . \$6.00

## GLORIOSA ROTHSCILDIANA (TUBERS)

Produce Orchid-like Scarlet flowers. Buy these for something really new.  
 Per 100 tubers . . . \$25.00

# Health - Full Crates of Florida Citrus



## THE DE LUXE SPECIAL CRATE

Choice sweet ORANGES and juicy GRAPEFRUIT, each picked at its prime in the sunny groves of Florida...all chosen to please you! Tucked in the crate are 6 generous-size glass jars of FLORIDA MARMALADES, cellophane wrapped...5 pounds of largest-size New Paper-Shell PECANS...a pound of CRYSTALLIZED FRUIT ...a pound of Spiced PECAN MEATS. Fresh green sprays of KUMQUATS fill all the crevices of this DeLuxe Crate of Florida Citrus.

## THE HOME PACK CRATE

Made up with half ORANGES and half GRAPEFRUIT...all fully as fine as in the DeLuxe Crate...but somewhat "russeted" in appearance...Floridians like It! HERE ARE THE PRICES BY EXPRESS prepaid to States east of the Mississippi or bordering on it.

100-lb.	De Luxe Crate	\$11.00
50-lb.	De Luxe Crate	6.00
90-lb.	Home Pack Crate	7.00
45-lb.	Home Pack Crate	4.00

Located as we are in the Orange Belt, every year scores write us to help them get a selected box of Citrus. So we have made arrangements with a reliable grower, who makes a specialty of shipping hand-selected fruit.



## CAMELLIAS

3" pot size plants, ready to shift into 5" pots - plants 12 to 20" tall. We will send 50% Pink Perfection, and the balance of named Varieties of our selection.

Per 100 . . . . . \$35.00